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Penn



THE
PROFESSIONAL'S
CHOICE



EXHIBIT B

Penn

PENN DELIVERS! BETTER THAN EVER BEFORE!

In more ways than one! In quality. In performance. In selection. And with innovation that sets the standard for today's demanding fishermen!

World's Most Rugged Graphite Spinning Reel!

For example, this year Penn introduces the 250GR graphite spinning reel, featuring a revolutionary new drag system. Based on the same design as the automobile disc brake, this drag (patent pending) offers unbelievable stopping power. The 250GR is the only graphite spinning reel engineered especially for saltwater...plus, it's great for heavy freshwater chores too!

New Electric Fathom-Master™

After years of exhaustive research, Penn introduces its remarkable Electric

Fathom-Master™ downrigger system...two new units that combine the rugged reliability of the famous Fathom-Masters™ with the convenience and speed of motorized power. These are the fastest, most powerful and durable units on the market today!

HT 100™...At Last, The Perfect Drag Material!

With over two decades of extensive research and testing of drag materials, Penn this year is proud to offer the smoothest, most long wearing drag material known to man. We call it "HT 100."™ Drag washers

made from HT 100™ offer incredible smoothness and a wide range of settings. We've yet to see any significant wear or damage to the washers, even after months of hard fishing. That's why we're putting HT 100™ in nearly every Penn reel for '86.

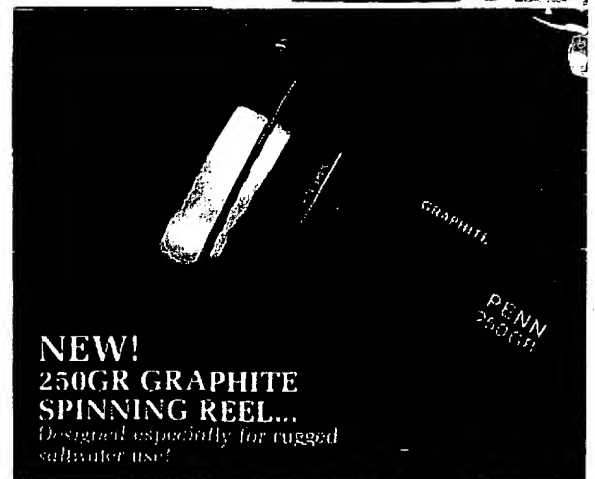
50TW...The Newest International!

This year Penn introduces the 50TW. With an extruded aluminum one-piece frame and a newly designed rod clamp, the 50TW cannot possibly torque or twist. And the wide, high capacity spool allows anglers the option of using 80-lb. line on a lower-profile reel.



New
"See-Thru"
packaging

lets Penn quality show.
Reach for the Penn package!



NEW! 250GR GRAPHITE SPINNING REEL...

Designed especially for rugged saltwater use!



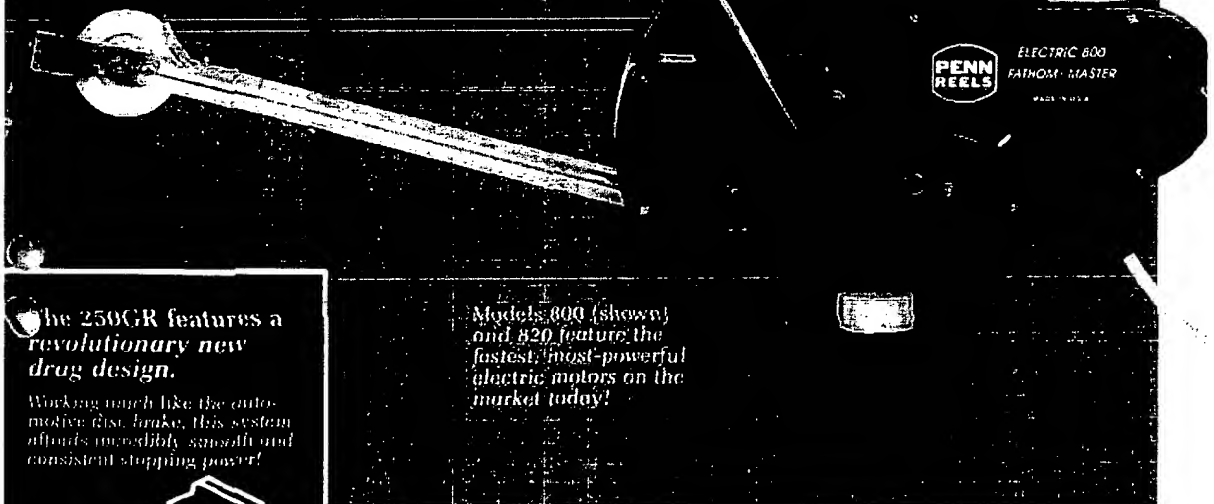
NEW!

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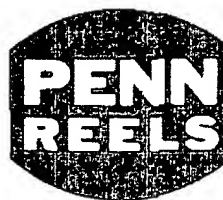
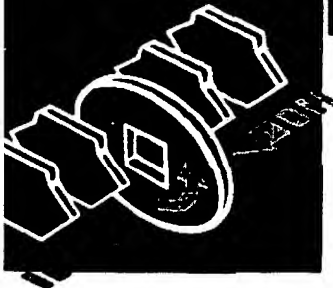
NEW! ELECTRIC FATHOM-MASTER®



The 250GR features a revolutionary new drag design.

Working much like the automotive disc brake, this system affords incredibly smooth and consistent stopping power!

Models 800 (shown) and 820 feature the fastest, most-powerful electric motors on the market today!



THE GREAT AMERICAN REEL COMPANY

PENN

NEW INTERNATIONAL® II TWO-SPEED SERIES

Penn's brilliantly conceived International® IIs mark the most significant milestone in big game angling history since the development of the preset lever drag.

The 80SW and 80S International® IIs give you the ability to change speeds instantly—even while fighting fish. A Penn exclusive!

These are the finest reels ever to bear the Penn name... designed and built for the big game tournament angler who demands the very best.

Two Speeds in One Reel with Instant Shifting!

Both the 80SW and 80S International® IIs offer you the remarkable ability to shift gears instantly...

with two speeds to meet a variety of angling situations. A push of the shift button gives you a fast 3-1 gear ratio for working lines quickly. Shift down for a super powerful 1.4-1 ratio—ideal for pumping big tuna, billfish or shark.

This patented feature allows the angler to shift gears even while in the heat of battle! Only Penn brings you this advantage.

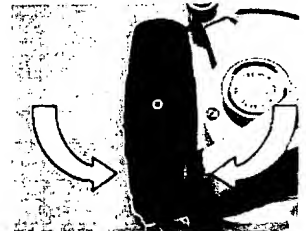
One-Piece Frames

Both the 80SW and 80S feature machined one-piece gold anodized aluminum frames for unparalleled strength and rigidity. Forged stainless steel reel stands too!

The 80SW has a wide frame for greater line capacity.

Fighting Fish

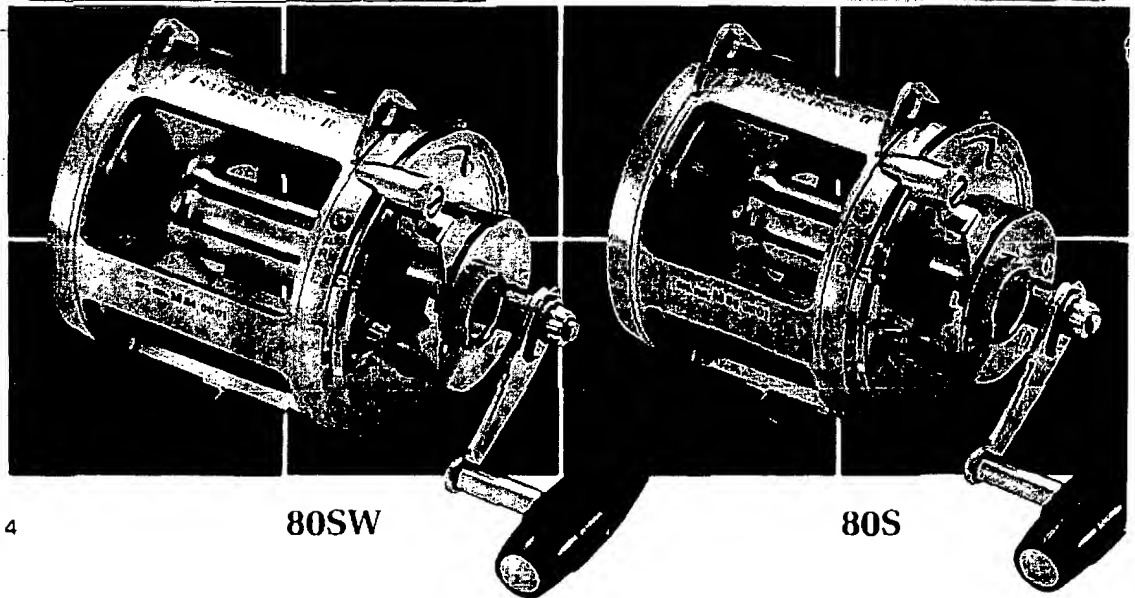
Both International® IIs feature Penn's fighting handle: automatically returns to optimal fishing position for easy gripping fast action. A Penn exclusive!



II

INTERNATIONAL® II TWO-SPEED SERIES SPECIFICATIONS

MODEL	LINE CAPACITY (YDS MONO or DACLON)	GEAR RATIO		WEIGHT (OZ.)
		HIGH	LOW	
80SW	950/80	3-1	1.4-1	118
		3-1	1.4-1	
80S	750/80	3-1	1.4-1	112
		3-1	1.4-1	



Forged Aluminum Spools

There's no compromising of quality here. Spools are forged from solid aluminum, then polished and gold anodized... for years of flawless, corrosion-free performance.

Precision Drag Design

The International II's incorporate Penn's powerful bonded double-disc drag system... the smoothest, most durable fish-stopping system of its kind. Now featuring the HT100™ drag washers.

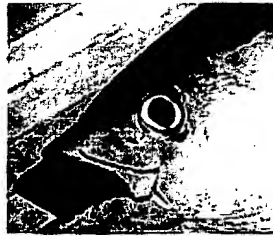
Calibrated Preset Drag Control

Adjust the calibrated preset drag control according to line test, type of fish or action you

expect. It then keeps drag tension with safe limits.

120° Arc Level Drag

With this Penn feature, you can increase pressure by adjusting the lever forward... or reduce drag by bringing the lever backward, with set stops for "free," "strike" and "full" drag pressure settings.



Stainless Steel Gears

The 80SW and 80S both feature the strength and corrosion resistance of stainless steel for the pinion and main gears, spool shaft and drag cam.

Four Shielded Stainless Steel Ball Bearings

For silky smooth winding, free spooling and drag performance, the 80SW and 80S are equipped with four stainless steel ball bearings.

Improved Clicker System

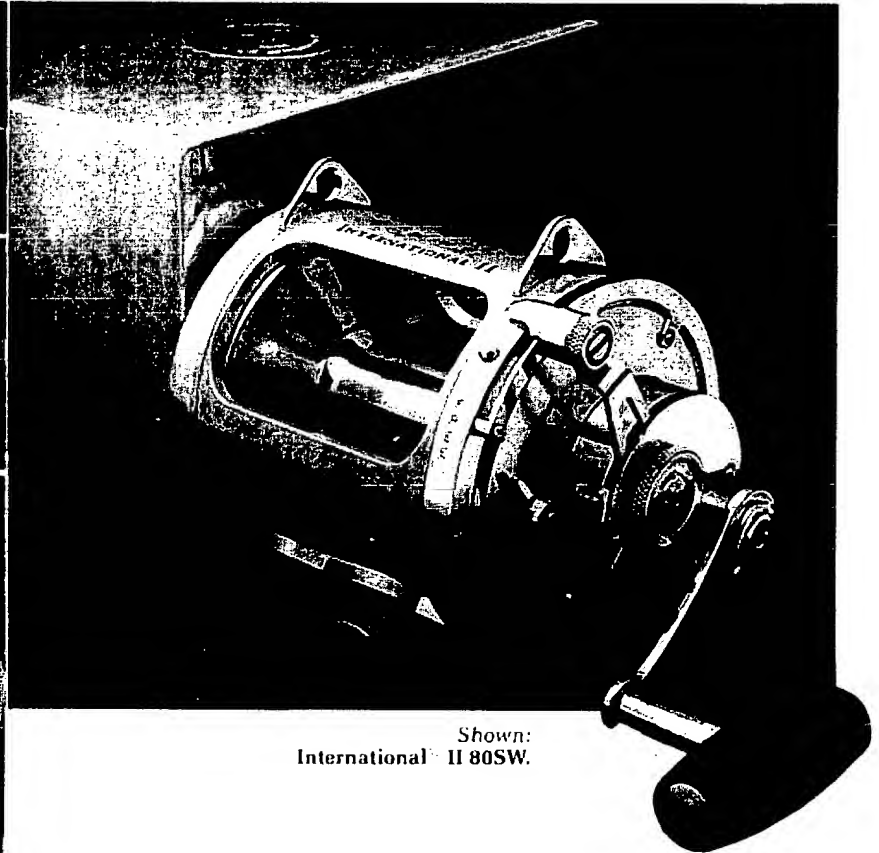
Redesigned this year to be louder, more distinctive and more durable than ever before! And it's easier to service, too.

Other Quality Features

Double-dog design, prevents internal damage from sudden, powerful strikes • One-piece solid brass rod clamp, chrome plated to resist corrosion • Rod braces secure rod to reel • Harness lugs secure reel to angler • Sturdy, contoured barrel handle with sealed oil port.

Recommended Uses

The International II's were designed for serious blue water anglers who would benefit from the choice of two speeds in a single tournament trolling reel. For large offshore gamefish such as: bluefin and yellowfin tuna, blue and black marlin, mako and great white shark.



Shown:
International II 80SW.

Change speeds instantly with Penn's patented push-button gear shift system.

Penn

INTERNATIONAL[®] SERIES

Designed to endure and defeat the great bluewater giants, the Penn International[®] Series has become the world's standard in tournament fishing reels.

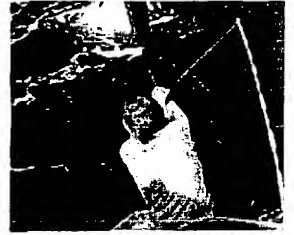
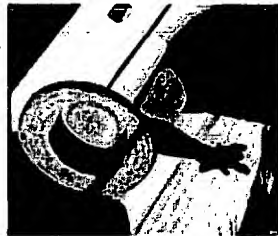
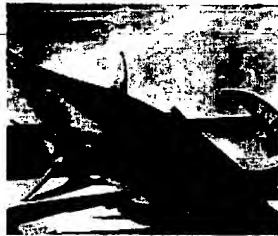
Offshore anglers the world over have come to respect the solid craftsmanship, unfailing components and proven features of the Penn International[®] Series. Made with pride in the United States.

A Penn International[®] is the best you can buy! And we keep making them even better. This year Penn introduces a new International[®]... the 50' TW, featuring a rugged one-piece frame for unparalleled strength and rigidity.

Check the International Game Fish Association (IGFA) all-tackle records and you'll find Penn Internationals[®] virtually dominate the book.

Few other reels are a match for the unrelenting power of a mighty broadbill, the scorching runs of a bigeye tuna, or the sheer bulk of a half-ton black marlin.

That's why the Penn International[®] Series is truly the measure of excellence in the world of offshore big game angling. Penn International[®]... the one and only tournament reel for the serious offshore angler.



A Wide Selection

There are ten hand-finished models in the standard Penn International® Series, ranging from the goliath 130H to the light and fast 12T IGFA class reel. Each

and every International® is built to rigid specifications to last a lifetime and beyond.

Serious big water fishermen have come to depend on these famous Penn International® features.

Preset Drag Control

Depending on line weight, type of fish, or action expected, you can adjust the preset control knob, and it automatically keeps drag tension within safe limits.



Shown:
International® 80W.
All International®
tournament reels feature
stainless steel one-piece
pinion and main gears,
specially tempered to
withstand the punishing
rigors of big game fishing.

INTERNATIONAL SERIES

Precision Drag Design

Powerful bonded disc drag, now featuring 11" 100" drag discs that dissipate heat fast. Larger than normal surface area allows sustained braking power and greater control during prolonged battles.

120° Arc Lever Drag

Depending on the situation, you can increase pressure on a fish by adjusting the arc lever drag forward...or reduce drag if necessary by bringing the lever backward.

Set Stops

Penn Internationals, except for the model 12T, feature three set stops, which act as references while you are fishing. With the lever at the "free" position, there is no drag pressure.

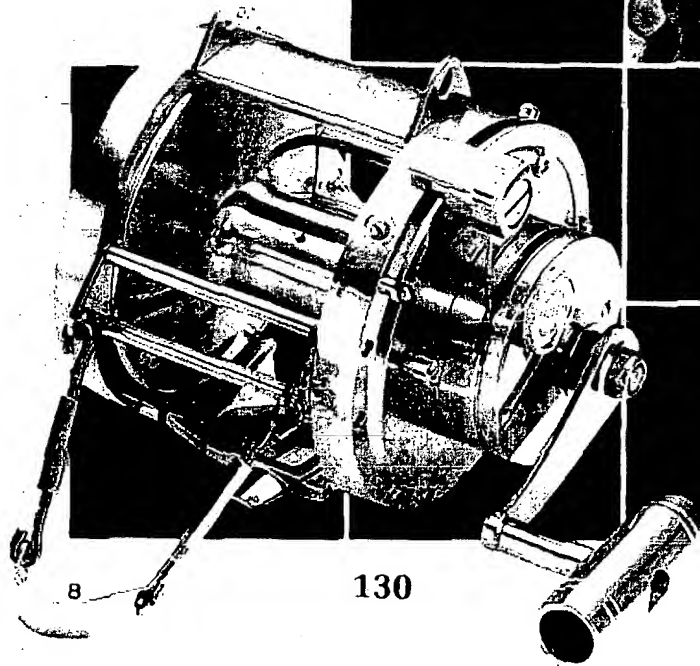
With the lever at the "strike" position, you are ready to set the hook and play the fish. The "full" stop setting allows a few extra pounds of drag when you need it.

Perfectly Balanced Frame

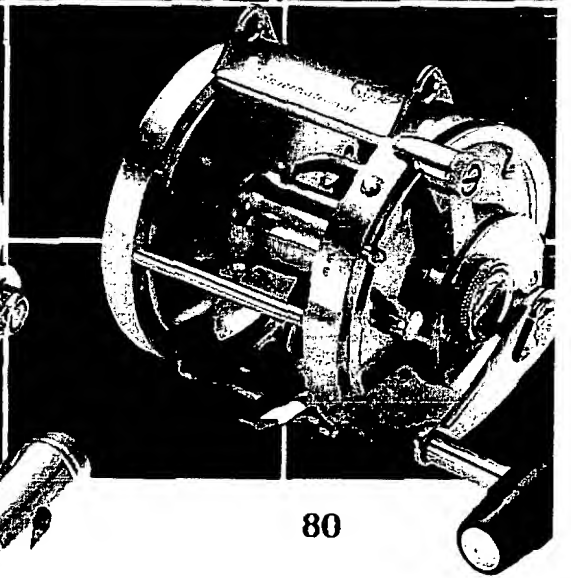
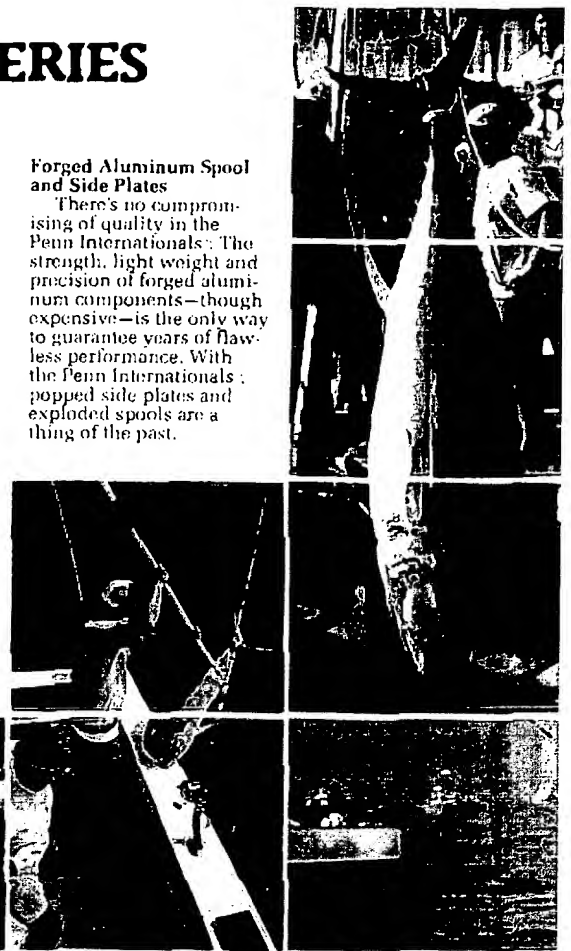
Penn Internationals are painstakingly balanced. All components are perfectly aligned to rigid specifications. That means no wobbling. No torquing. Even under hours of fish-fighting pressure.

Forged Aluminum Spool and Side Plates

There's no compromising of quality in the Penn Internationals. The strength, light weight and precision of forged aluminum components—though expensive—is the only way to guarantee years of flawless performance. With the Penn Internationals, popped side plates and exploded spools are a thing of the past.



130



80

Improved Clicker System
Penn has redesigned the clicker on all but the 12T, giving anglers a louder, more distinctive and more durable strike alert system. And the new International clicker is easier than ever to service, when needed.

Stainless Steel Gears
Nothing compares with stainless steel for combining strength and corrosion resistance in saltwater. This is why the engineers at Penn select tempered stainless for the one-piece pinion gear, spool shaft, main gear and drag cam. All meticulously designed and machined to function with the smoothness of a fine watch.

Shielded Stainless Steel Ball Bearings

Penn Internationals feature sealed stainless steel ball bearings for smooth efficiency—no matter the pressure.

Double-Dog Design

This Penn International exclusive protects your reel from the potential damage of a sudden and powerful strike by a large gamefish.

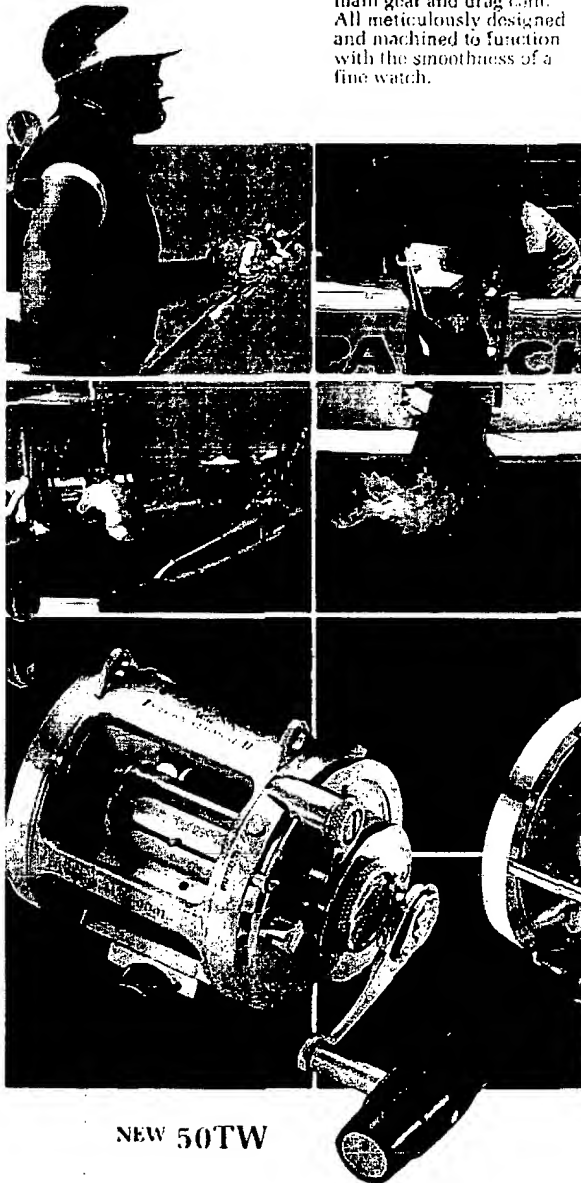
The dog mechanism is what prevents the handle from turning backward.

Harness Lugs and Rod Braces

Sturdy rod braces secure reel to rod. Harness lugs atop the frame allow anglers to snap on a shoulder or back harness for positive support when fighting fish, or secure the rod and reel with a safety line when trolling.

One-Piece Rod Clamp

Precision made solid brass rod clamp is chrome-plated to resist corrosion and abuse.



PENN INTERNATIONAL SERIES SPECIFICATIONS

MODEL	LINE CAPACITY (FT/LB MONO or DACRON)	GEAR RATIO	WEIGHT (OZ)
130	850/130 1200/80	1.6-1	196
130H*	850/130 1200/80	2.5-1	196
80W*	950/80 625/130	2.7-1	114
80	750/80 550/130	2.7-1	108
NEW 50TW	800/50 600/80	3-1	72
50	600/50 400/80	3-1	67

*Not Shown.

Recommended Uses

The Penn 130, 130H, 80W, 80, 50TW and 50 are built for trolling and fishing big baits with 130 to 50 lb. test line for immense gamefish: giant bluefin tuna, broadbill swordfish, black marlin, blue marlin, great white shark, big yellowfin tuna and similar species.



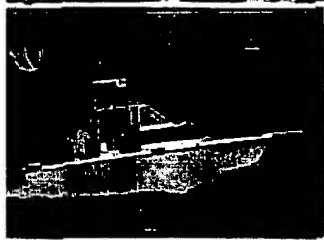
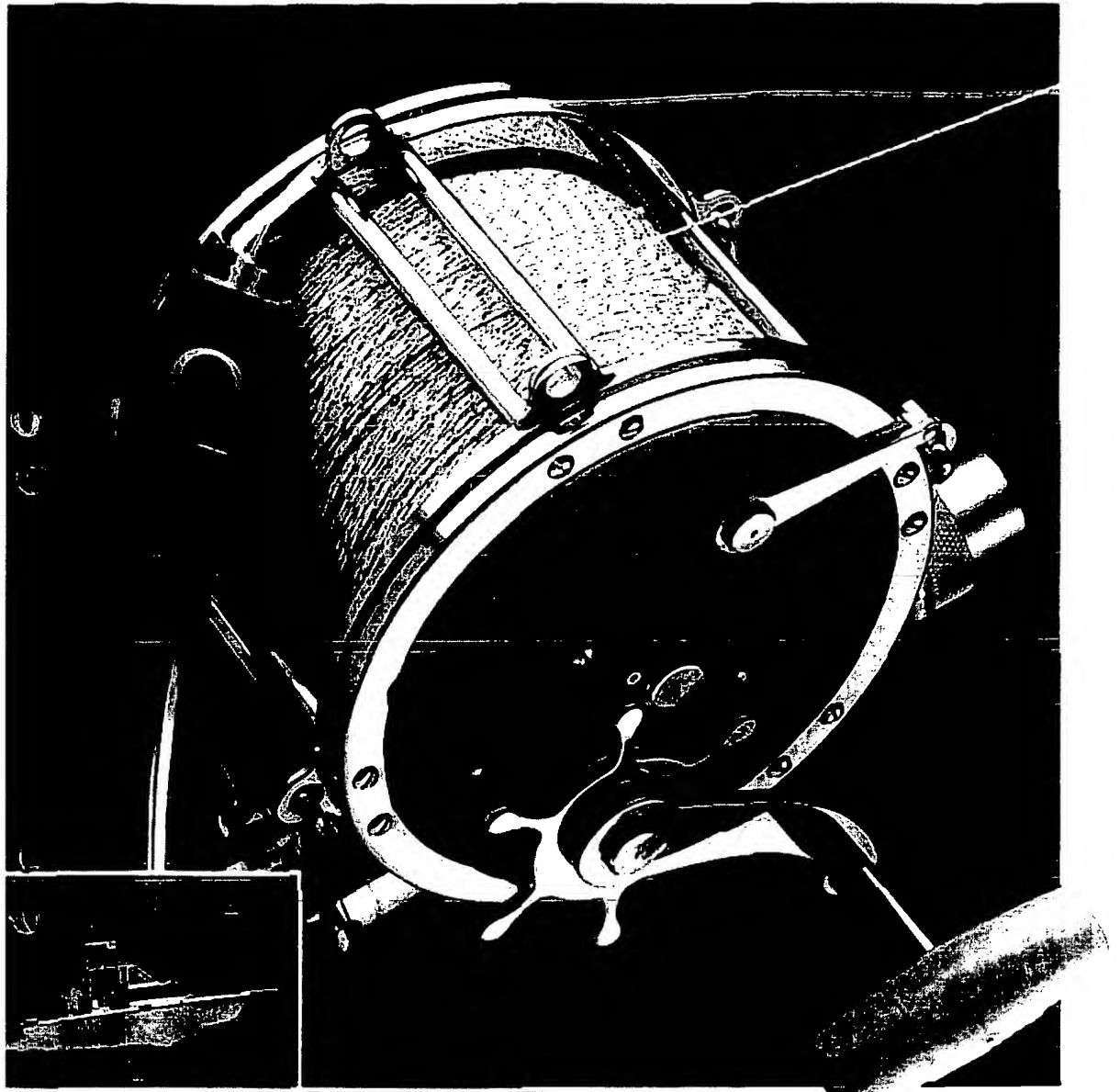
SENATOR[®] SERIES

Year after fish-fighting year, anglers using Penn Senators have amassed more outstanding catches and big game records than all other makes combined.*

From Baja to South Africa, from New Zealand to the Gulf Stream, Penn Senators are the standard in which dedicated anglers and tournament pros place their faith.*

There are reasons the professionals choose Penn. Quality. Reliability. Performance. And Penn reels are easy to service and maintain. Parts are obtainable from thousands of dealers throughout the world.





Shown:
Senator 117
features heavy duty precision machined gears,
chrome-plated bronze spool, Penn star drag system,
high-strength side plates, rod braces, harness lugs
and more



SENATOR[®] SERIES

From 16/0 to 3/0

There are eight heavy duty trolling reels in the Senator[®] Series. From the monstrous 118 (16/0 size) to the gutsy 112 (3/0), each is designed to give anglers

the widest choice of options and features available in a quality reel worthy of the Penn name.

Heavy Duty Side Plates

Tough, molded side plates provide the strength fishermen need in a reel. Two chrome-plated brass rings with chrome-plated

frame posts maintain the rigidity to hold the spool securely in place.

Torpedo Handle

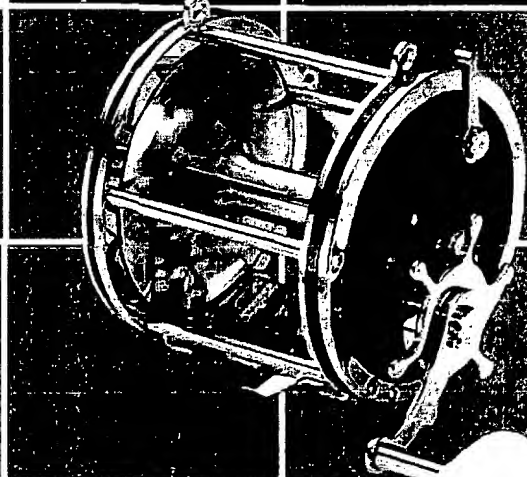
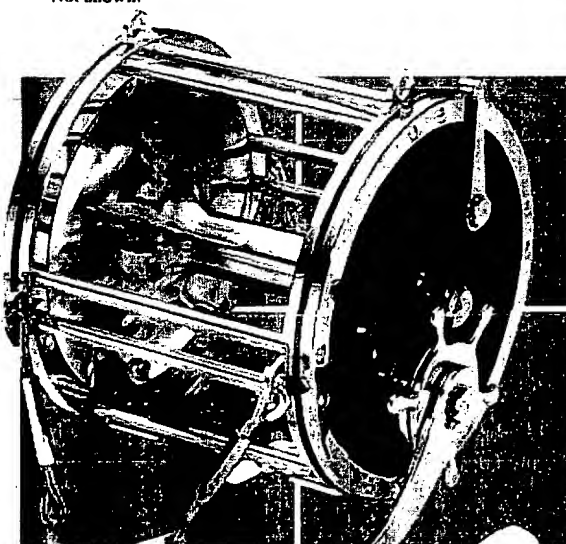
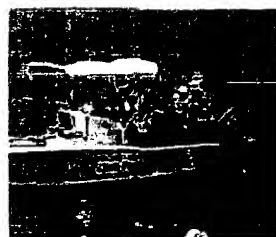
Large, beefy handle provides a secure grip—with oil port for easy servicing.

SENATOR[®] SERIES SPECIFICATIONS

MODEL	LINE CAPACITY (YDS/MONO) (YDS/DACRON)	GEAR RATIO	WEIGHT (OZ)
16/0	350/130		
118	1000/130 1250/80	1.6-1	174
14/0*	750/130		
117	1050/80 1150/130	1.6-1	162
12/0	800/80		
116	800/80 550/130	2-1	110
10/0*	675/80		
116A	650/80 450/130	2-1	100

Left Hand Versions Available On All Models
*Not shown.

At right:
Capt. Frank Mundus,
renowned skipper of the
Cricket II charter boat out
of Montauk, NY. Mundus
relies on Penn Senators[®] to
catch some of the biggest
sharks on record.



14

16/0
118

12/0
116

Rod Braces

When the pressure is on, it's good to know your reel is additionally supported by rugged braces. Sturdy, chrome-plated brass rod clamp is built to fit securely over any saltwater rod seat. Harness lugs allow extra support and security.



Top Quality Spools

All Senator® reels feature heavy duty, machined spools—made strong and corrosion resistant for rugged use in saltwater.

Ball Bearings

Stainless steel ball bearings are standard on models 116 through 115. Models 114 through 112 feature precision Penn bushings.

Recommended Uses

These are heavy duty trolling reels for truly big game species such as: giant bluefin tuna, marlin, broadbill swordfish, mako and great white shark, giant sea bass and jewfish.



Improved Drag System!

The famous Senator® star drag system is now even better. All reels feature new HT 100 friction washers—the smoothest, most durable drag material known to man. Won't freeze up or fade. And HT 100 is resistant to oil, grease and water. Finally, the perfect complement to Penn's proven, powerful and precise star drag system.

Husky Long Lasting Gears

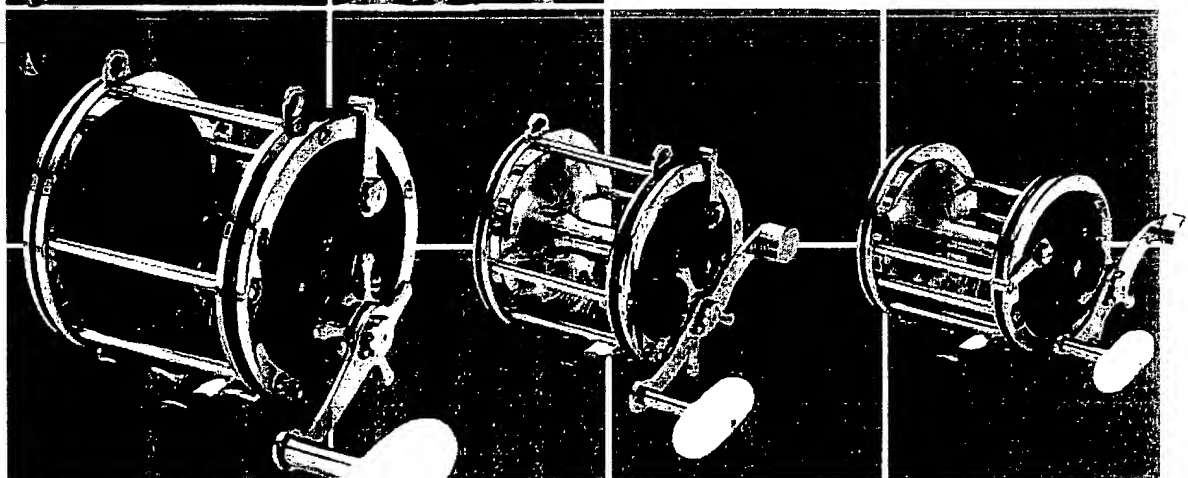
Penn Senators® feature a stainless steel pinion gear with a high-strength bronze alloy main gear for the best combination of strength, durability and corrosion resistance.

SENATOR® SERIES SPECIFICATIONS

MODEL	LINE CAPACITY (YDS/MONO)	GEAR RATIO	WEIGHT (OZ.)
	(YDS/DACRON)		
9/0	675/50	2.5-1	55
113	650/50 400/80		
6/0*	415/50		
114	400/50 250/80	2.1-1	48
4/0	300/30		
113	450/30 250/50	2-1	30
3/0	375/30		
112	350/30 200/50	2.25-1	26

Left Hand Versions Available On All Models

*Not shown.



9/0
115

4/0
113

3/0
112



**THE GREAT
AMERICAN
REEL COMPANY**

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